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Extension Service *Review*

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A vital program for difficult times ahead

High lights in a talk by H. E. Babcock, chairman of the Board of Trustees of Cornell University, before 30 State directors assembled in an administrative workshop in Madison, Wis., last fall.

■ Somewhere I recall reading that men don't make passes at gals who wear glasses. My deduction from this observation is that problems of public relations arise only when there's something doing. It provides the basis for my first point.

There's another good reason for our extension services concerning themselves with programs which are of real concern to farmers, homemakers, and the general public. Such programs always have a lot of action in them. When an institution like an extension service is in action and steadily pressing forward, it has a chance to veer its course a little now and then to conform with public opinion. It's only when an institution is standing still or going backward that it is unable to make those changes in its procedures which good public relations may at the moment demand.

Farmers Oturank Organizations

I urge you, therefore, as extension directors, to be courageous, forward-looking, and smart enough to apply the forces which you command to the vital needs of the people you serve.

I also urge you not to make the mistake of ever regarding your extension service as an end in itself. Farmers are more important than farm organizations, and they are likewise more important than agricultural experiment stations and land-grant colleges,

As extension directors you should maintain such close contact with the farmers and homemakers you serve and serve them so well that in a pinch

they would be willing to take over the full support of your work. This is my test of whether or not an extension service is implementing a vital program. If necessary, will the people in whose interests this program is being worked out furnish all of the support for the effort?

I believe that any extension service with a sound program can get into such a position if this program is carried out by the right quality personnel and if decisive actions are taken.

Watch for New Leaders

In developing the program there is no substitute for farm and home people shaping it. They can't be kidded about their contributions. The machinery must be so set that their expressions of desires and needs are effective. In this connection, watch for new leaders. They are the ones who make new programs.

So far as extension personnel is concerned, I'm afraid that the quality has declined. We need to produce and train many replacements. We ought to retire over-age and incompetent individuals. On several fronts—farm mechanization is one—our supply of extension personnel is totally inadequate. Mechanization, however, is having a terrific impact on our whole farm economy.

So far as getting action through extension service is concerned, it's something which is hard to measure because the products of a good extension service are obtained through indirect action, through farm and home people doing things for themselves. Action, however, is the pay-off for a

good program guided by adequate personnel, and there is no substitute for it.

I don't want to depend entirely on generalization in discussing the public relations of extension services, or my point of view that these relations depend upon the Extension Service implementing a program which is really vital to farm and home people and the general public, without giving you an illustration of such a program.

We are facing a period of rapid political, economic, and social change. If our extension services are to aid successfully a vital program, the program itself must be simple. It must be obviously in the interest of farm and home people, and it must have important public welfare implications.

The American food supply and the

National 4-H Club Week

March 1-9, 1947

The theme, **WORKING TOGETHER FOR A BETTER HOME AND WORLD COMMUNITY**, features National 4-H Club Week. 4-H Clubs everywhere are laying plans for special activities to highlight the work of their club and to emphasize the 1947 theme. Every boy and girl in the community is to be given an opportunity to become a member and every adult the chance to learn of the goals and the activities of local clubs. The President will throw out the challenge in a message to 4-H Clubs, which will be supplemented by many State governors and other officials. 4-H Club members will take up the challenge and make the week a true 4-H week in the life of the community. All members will rededicate themselves to the ideals as given in the club pledge, the 10 4-H guideposts, and the 4-H citizenship pledge.

diet of our people based on the food supply provide such a program.

Everyone has a stomach. Everyone eats. All benefit immediately or suffer accordingly from what is eaten. Here is a prime consideration which everyone understands. The main job of farmers is to produce food. What people eat makes their market. The most pressing interest of farmers today is in their future markets.

Our new science of human nutrition tells us that the food people like best is the best for them. Our economists prove by their charts and figures that American agriculture cannot produce enough milk, meat, eggs, and fresh fruits and vegetables to enable 140 million people to eat freely of

these foods which are the ones they like best. Here we have a perfect set-up for the kind of program I'm illustrating, one which commands a broad, basic interest on the part of farm and home people.

This is the kind of program to which no one can object because it is one obviously in the public interest, a program in which organized labor has a stake because good diet makes jobs, a program on which American industry statistically depends for at least 40 percent of its activity. Finally, this is a program in which every one of our 140 million people has a real concern.

I give you, therefore, the upgrading of the American diet as the kind of

vital program which illustrates the sort of service our land-grant colleges must render the American people in the uncertain and difficult times which are ahead.

4-H statistics through '44

Enrollments and completions and other 4-H Club data as reported by county extension agents through the third year of the war are summarized by Mrs. Laurel K. Sabrosky in Statistical Analysis of 4-H Club Work, 1944. This supplements her previous publication, Extension Service Circular 427, that tells the 4-H statistical story from 1914 through 1943, with special emphasis on 1943.

Kentucky celebrates "silver anniversary" of 4-H fat cattle show

■ The twenty-fifth annual 4-H fat cattle show held in Louisville, Ky., was designated in 1946 as the "Silver Anniversary." The show has become almost a tradition in Kentucky and claims to be the largest and best State show in the Nation. This may be only a boast, but the fact remains that it is big and it is good. It is supported by a State appropriation of \$5,000 which is used as premium money. This amount is generously supplemented by contributions from other sources and has the support of the Bourbon Stock Yards and the Louisville Live Stock Exchange, who act as hosts. It is supported also by all the leading packers who send judges and buyers and by many other concerns interested in improving the quality and increasing the volume of production of beef cattle.

The State funds are administered through the Commissioner of Agriculture.

The champion carlot, produced by the Garrard County 4-H Club, was sold for 51 cents a pound. The grand champion steer was produced by 15-year-old Joyce Eads, 4-H member from Fayette County. It sold for \$3 per pound and weighed 1,020 pounds.

For a number of years a section of

the show has been provided for vocational students in agriculture. They showed 588 head; the 4-H Clubs showed 1,109 head; and the Utopia Clubs, the older youth organization under the supervision of J. W. Whitehouse, who is State leader of 4-H Clubs, showed 396 head.

The packers and judges were high in their praises of the quality of animals produced by the boys and girls. The quality is further attested by the fact that the champion steer dressed 68 percent.

The vocational students and the 4-H and Utopia Clubs do not compete against each other except for the grand championship. Separate classes are provided.

Perhaps some other State may challenge Kentucky's claim to be the best show, but until this evidence is produced, Kentucky continues to claim the honor.

Boys and girls line up their Aberdeen-Angus cattle to be judged.



I Used the radio

for more than 18 years and found it very much worth while, reports K. C. Moore who retired as county agent in Orange County Fla., last August. He tells how he worked out his broadcasts and the results as he sees them.

■ I used radio for 18 years as an important aid in conducting my work as county agricultural agent of Orange County, Fla. From July 1928 until I retired on August 31, 1946, I had a weekly broadcast over WDBO in Orlando. My 15-minute talk each week was on topics of current interest to farmers.

WDBO was kind enough to rate the local farm program as one of its features. The broadcast time was donated throughout the period. My "Thank you, Mr. McBride (or other announcer) and Howdy, Folks" went on the air nearly 1,000 times over as many weeks.

Prepared My Own Scripts

I prepared most of my own presentations, usually discussing two or three subjects, but at times devoting the entire 15 minutes to one theme. As in all contacts with farmers during nearly 30 years of extension work, I did not merely present facts but endeavored to explain the reasons for, or the scientific principles involved in the suggestions made. And these thoughts were so worded that all might understand.

I also frequently used scripts sent from our Florida Extension Service editor's office during the later years. My broadcasting began prior to the institution of the station at the University of Florida. These scripts were selected with reference to local problems depending somewhat upon the locally known authoritative source. Announcements were often important features of my broadcasts.

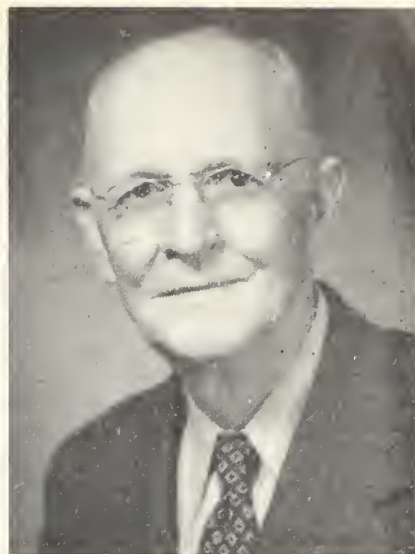
Citrus-fruit production methods and problems were most frequently discussed as orange, grapefruit, and tangerine growing exceed all other agricultural enterprises combined in our section of the State. Other subjects in line with their importance were: 4-H Club work, pastures, dairying, beef cattle, vegetables, poultry, and ornamentals.

The scripts were usually typed only

a day or so in advance of the broadcasting time. Soon after I started I made one attempt to discuss a topic ad lib. I thought I knew enough about the subject to talk an hour, but after about 8 minutes I had to turn the mike back to the announcer. Wow! Was I glad that the audience couldn't see me!

The time of day and the day in the week were sometimes changed because of seasonal changes of commercials on national hook-ups. But WDBO usually managed to give me a favorable spot. Last winter 6:15 a. m. on Tuesdays was assigned to me. For my convenience transcriptions were made the previous day. I was thus able to hear myself. This would have been a most wonderful help to me if transcriptions had been made from the beginning. The most important advice I can give to anyone broadcasting is, "Have a few transcriptions made and listen to yourself."

During these years I have had usual comments and thanks from listeners. Only on one occasion was I seriously criticized. This came from Orlando citizens during that very controversial Mediterranean fruitfly eradication campaign. What I said was right, I still believe, but not at all popular.



K. C. Moore.

But the hundreds of grateful expressions from our farmers and others of Orange and surrounding counties have persuaded me that my weekly broadcasts were very much worth while. I was often greeted with my introductory "Howdy folks."

It might be debated as to whether my audience or I profited most from these regular weekly programs. I had to keep posted, to keep ahead of the average farmer. I had to keep abreast of scientific progress in the fields that concerned our products. And I had to interpret them to all our farmers, who are the most intelligent and progressive farmers I have been privileged to know in a long and varied agricultural experience.

4-H camp trained machine operators

■ During the war the usual 4-H summer camps in South Carolina were changed to war institutes.

Only by shaping a program for them that could contribute directly and immediately to the war effort did Director Watkins feel justified in permitting them to continue during the critical war years.

Looking back on them now, all feel they were abundantly justified in the light of their accomplishments. Food production and conservation, citizenship, and machinery schools, com-

prised the serious part of the weekly programs.

The course in farm tractor care, operation, and maintenance proved to be a popular and timely one. Last season, 1,208 boys and girls completed it, and 976 the year before. In view of the fact that mechanization is just now reaching most of the farms in this State, the engineering faculty was able to do a pioneering job here with hundreds of future machinery operators.—J. M. Eleazer, *extension information specialist, South Carolina.*

Maine town raises \$1,000 for school-lunch equipment

■ Town meetings, so well known in New England, all have their "ayes" and "noes," but the "ayes" won out last spring after the women of Pittsfield, Maine, had paved the way for this motion:

"Mr. Moderator, I move that we raise \$1,000 for the school-lunch program in Pittsfield."

"Mr. Moderator, I second the motion."

"All in favor of this motion will say 'aye.' All opposed, 'no.' The ayes have it, and the motion is carried."

Sounds easy, doesn't it, to get up in town meeting and make a motion. Yes, but what of the work that went before? Surely, it took community cooperation and activity to get the people of the town to want to appropriate \$1,000 for buying the needed equipment for a school lunch. Because about 250 school children were coming by bus from rural districts and bringing cold lunches to the consolidated schools in Pittsfield, mothers were much concerned about having hot lunches for their youngsters. There was no room available in the school building in which to serve hot lunches, and no place had been obtained elsewhere.

Then, when a food forum was held at Pittsfield the week before town meeting, women realized more than

ever before just what hot lunches might mean to their growing children. That is when activities started in earnest.

Food forums were held last winter in every county in Maine to acquaint rural leaders with health conditions in the State. The effect upon our health of what we eat was given special attention. Need for such knowledge was shown by the startling number of men who were rejected by the Selective Service boards for physical defects that could have been prevented had the boys eaten the right kinds of food when children.

This extension food forum at Pittsfield was sponsored by the local women's extension groups in that section of Somerset County. Avis Anderson, home demonstration agent for that county, and the local women's extension committee planned the food forum; and representatives of local organizations in Pittsfield and neighboring towns were invited to attend. Among these groups were the Granges, local churches, Eastern Star chapters, Rebekah lodges, mothers' clubs, and others. The speakers included public health nurses, Mrs. Bradford and Margaret Dizney; the Hartland superintendent of schools, Harold Carson; and Dr. Kathryn E. Briwa, Maine extension food specialist.

After discussing the health situation, the delegates decided that the



Mrs. Leigh Shorey, chairman of Pittsfield school-lunch committee. (Photo Wakefield Studio.)

best thing they could do would be to push the school-lunch program for Pittsfield. The Farm Bureau agreed to sponsor the program in cooperation with the school authorities.

An organization committee was appointed, of which Mrs. Leigh Shorey is chairman. Mrs. Shorey, trained in home economics, had taught school and before coming to Pittsfield had helped on the school-lunch program in Presque Isle up in Aroostook County. She took a refresher course for quantity cooking and canning and visited many school lunchrooms. Working with Mrs. Shorey is a committee of seven, including William Springer, superintendent of Pittsfield schools; Leigh Shorey, overseer of Pittsfield Grange; and women who are all members of the Farm Bureau and the Grange. Some of them also represent the other interested groups.

To obtain a suitable room for serving the lunch was the first job of the committee, which arranged with the Grange to rent their dining room and kitchen. New stoves were bought, the kitchen painted and varnished, some changes made in the dining room, and a large new refrigerator was installed.

When schools opened in September, about 240 children in the grades and 60 students from the Maine Central Institute began getting their hot lunches. Each pupil pays 15 cents for his lunch, and the Federal Govern-

Students relish their hot lunches at the Pittsfield Grange dining room. (Photo Wakefield Studio.)



ment adds 9 cents for each lunch, which enables the committee to serve better lunches than it could otherwise do. Four paid workers, assisted by volunteers, prepare and serve the lunches.

A year has now passed since the

food forum and that town meeting. Now, while wintry blasts blow and the snow piles high, the rural boys and girls of Pittsfield travel in busses to get hot nourishing food instead of eating a cold lunch in a schoolroom where they sit all day.

Extension helps BAE find new crop reporters

WAYNE DEXTER, Bureau of Agricultural Economics

■ A few minutes before 3 p. m., Thursday, March 20, the chairman of the Crop Reporting Board, W. F. Callander, will enter the release room in the Department of Agriculture building, bringing with him an armload of mimeographed copies of the Prospective Plantings Report for 1947. Mr. Callander will lay a copy of the report face down before each of the telegraph and telephone instruments along the walls of the room. Behind a white line on the floor, reporters, telegraph operators, messengers, and other interested persons will be waiting.

As the minute hand on the wall clock nears 12, the atmosphere will become tense. When the hour is struck, the release officer will shout "go!" The men will dash to the instruments, and the first authentic word as to the acreages of 17 major crops American farmers intend to plant this spring will be flashed over the country.

Prospective Plantings Make News

The Prospective Plantings Report is important news, as are the many other crop and livestock reports issued by the Bureau of Agricultural Economics through the Crop Reporting Board. Railroads, banks, manufacturers, businessmen, and many other individuals and organizations find the information necessary to efficient conduct of their activities. Congressmen and State legislators use it in considering new agricultural legislation. Administrative officials follow it closely in directing agricultural programs. To farmers and extension workers, however, the crop reports are of particular value. Farming can be prop-

erly conducted and planned only if accurate information is available.

The various reports have long provided basic economic data for the many planning and educational activities of the Extension Service. "I am sure," Extension Director M. L. Wilson says, "extension workers appreciate and use the results of the crop reporting service as much as any other group and probably more than most other groups or agencies."

Some of the ways in which extension workers use these data include: Planning production adjustment programs for farmers in an area, or for a particular type of farming; assisting individual farmers in making farm management changes; planning farm marketing; allocating farm labor; and helping farm families plan their living activities.

The crop reporting service—among the first agencies of the Department of Agriculture—was established during the Civil War to provide badly needed information on food and feed supplies. Questionnaires sent to 2,000 farmers asked only about acreages sown to major crops in 1863 as compared with 1862. From this tentative beginning, the complex far-flung organization of today has grown. More than 600,000 farmers and thousands of ginners, mills, elevators, hatcheries, meat packers, and others are queried each year to provide information for more than 400 regular reports and many more special reports. Crop reporters volunteer their services and are not paid for the information they supply. In exchange for their valuable aid, however, they are among the first to receive the crop reports for their State and the Nation.

The data provided by the crop re-

porters for the Prospective Plantings and other reports are "top secret." Regulations established by Congress require that every precaution be taken to prevent "leaks" prior to the release date. Completed questionnaires are returned by farmers to the State statisticians in the 41 field offices. After the data are tabulated and analyzed, the results are forwarded in specially marked envelopes to the Crop Reporting Board in Washington. Envelopes containing data on crops designated by Congress as "speculative" are sent directly to the Secretary of Agriculture and are placed in a sealed box in his office. These are not removed until the morning of the day the Crop Reporting Board is to review the data behind locked doors and the report is made public.

Crop information was more difficult to obtain during the war. Farmers were busier than ever before. In addition, many other surveys and inquiries sponsored by both new and old government agencies competed for their time. Nevertheless, many of the voluntary farmer reporters continued to cooperate faithfully with the Crop Reporting Board. Now that the war is over, a strong effort is being made, not only to restore the crop reporting service to a peacetime basis but to improve it. A particular effort is being made to get a good response to the questionnaire for the Prospective Plantings Report in March. This, and subsequent reports, again will be of unusual importance because of the critical world food and agricultural situation.

For many years, county agents have aided the crop reporting service by encouraging farmers to act as reporters and in helping them understand the value of accurate crop statistics. The Extension Service also is making efforts to assist in meeting present difficulties. On the suggestion of the Extension Organization and Policy Committee, M. L. Wilson has called the attention of extension directors to "the importance of this service," and has requested their aid in encouraging farmers to cooperate with the State statisticians' offices.

"We have a direct interest," Director Wilson declared, "in doing whatever we can to render support to those responsible for this very necessary work."

Health survey defines the problem

How a State nutrition committee took over the responsibility of surveying the health facilities in the State of Wyoming was told in an article in the October issue of the Review. The following article tells what was learned in the survey and what is planned to do about it.

■ "No one in our community is ever quarantined for any disease."

So reads part of a statement written by a desperate mother who answered a questionnaire sent to thousands of Wyomingites by the Wyoming State Health and Nutrition Committee.

That it might have the factual information upon which to determine the medical care and health needs of the State, the committee sent the questionnaire.

"* * * if one child gets a disease, all of the school children are usually exposed," the mother asserted.

She pointed out that roads are often impassable, and going long distances to a doctor is often very difficult.

"The doctors and dentists in our nearest places are overworked anyway," she continues. "A person must make a date at a dentist's office for 6 weeks or longer in advance to get any dental work done."

Mrs. Evangeline J. Smith, nutritionist of the Wyoming Agricultural Extension Service and chairman of the committee making the survey, stressed that such situations exist because rural States have not been able to offer medical personnel the facilities and opportunities that metropolitan areas have.

Facts Show Dangerous Trends

The survey, which is now available as a 48-page report, Medical Care and Health Facilities in Wyoming, reveals facts that may stem the dangerous trend by eliminating the causes.

It is agreed that communities must be made conscious of what can be done to establish adequate facilities which will appeal to professional personnel. When people understand that they are safeguarding their own future, they will unite in a concerted effort to instigate local programs. Upon the community folk rests the responsibility of creating medical and

health facilities for individual and group protection.

The committee knows the deplorable facts, but it can only recommend what the people themselves must do about their medical care and health needs.

The problem is not one of analyzing the quality of services now available in the community but rather one of distributing medical, hospital, and health facilities.

What does the analysis reveal about the existing facilities?

Wyoming needs 22 additional physicians to bring the ratio of 1 efficient doctor for every 1,500 persons up to minimum standard. If physicians now serving fewer than 1,500 people were distributed on the basis of 1 for a group of 1,500, only 2 additional ones would be needed.

Dental Needs Spelled Out

To assure minimum standards for dental service, 1 dentist is needed for 2,000 people. In Wyoming, 1 dentist serves every 2,343 people. To have a proper ratio, 18 additional dentists are needed. At present, only five counties come within minimum standards, and they represent 37.7 percent of the State's population. Two counties have no dentists at all!

Only preliminary facts are available, as a report being made on the distribution of hospital facilities is not completed.

A startling fact reveals that out of 32 hospitals listed only 3 are approved by the American College of Surgeons! The American Medical Association has registered 21 of the hospitals.

In Wyoming, the ratio of beds in all general-care hospitals is 4.1 per 1,000 population.

All but one county reported having some ambulance service, according to the survey. Because long distances are involved in remote areas, costs of

ambulance service constitute enormous expense.

Two counties have no X-ray facilities!

The most alarming facts were contained in data on full-time county public health personnel. Only one county has a full-time health officer! No county has a sanitary engineer! Two have a full-time sanitarian, and only nine counties have a county nurse. School nurses are serving in the largest cities of three counties that have no county nurses.

To make possible adequate local public health services, a full-time health director is needed for at least every 50,000 persons. In areas with sparse population, a health officer is needed for approximately 30,000 persons. A sanitarian is considered necessary for a group of 25,000 or less, and a public health nurse for every 5,000 persons.

In Wyoming, the establishment of district health units has progressed slowly. During the 1944 legislative session, a proposal was made involving these needs: that counties should be permitted to join together, forming a district health unit; that a half-mill tax would be assessed toward the expense incurred by such a program.

The legislation was not enacted, although similar proposals passed in other States. However, permissible legislation may be enacted as people become more and more aware of their needs.

To effect this awareness, the State committee, through its professional leadership and guidance, hopes that sufficient leadership in county committees can be developed to initiate and conduct educational programs. Leaders will acquaint people in every community with their local problems and so arouse them to initiate an action campaign that will bring local and county medical care and health facilities up to standard.

■ They have a new freezer-locker plant at Seneca, S. C. Strawberries are not grown commercially there. 4-H Club boys have undertaken to grow strawberries for sale locally to locker-owners. They are doing so well that Assistant County Agent J. C. Morgan, who comes from a berry area, thinks that strawberries might grow into a commercial crop there.

New York director gets 4-H citation

First of the new national 4-H Club plaques to be awarded in New York State was presented to L. R. Simons (left), extension service director, recently at the annual banquet of the State Farm and Home Bureau and 4-H Federations in Syracuse, N. Y.

The presentation was made by Albert Hoefer (right), State 4-H Club leader, and came as a surprise to Director Simons as well as to the audience of federation members, 4-H council delegates, county agricultural agents, 4-H agents, home demonstration agents, and members of the State extension staff.

The plaque has the club emblem and the inscription, Citation for Outstanding Service to 4-H, raised on a bronze plate which is mounted on walnut. A smaller bronze plate bears the name, Lloyd Roderick Simons.



Using the 10-point program

E. W. AITON, Field Agent, 4-H Clubs, Northeastern States

■ "How challenges are being met through the 10-point 4-H postwar program" was the topic for an idea-packed panel report given to the State 4-H Club leaders during National 4-H Club Congress, December 2.

From nearly every State and territory reports rolled in and certified to the progress that has been made during the first year after the program's launching in December 1945. It wasn't necessary for the panel members to personally stress the breadth or depth of the 4-H postwar report, for the States are already visualizing its far-reaching implications in county and State program planning.

In 1946, discussion programs were held on separate guideposts in Iowa, New Jersey, South Dakota, New Hampshire, Connecticut, and South Carolina. Nebraska refined sections of it for use in Timely Topics demonstrations. Oklahoma selected a single guidepost, Building Health for a Strong America, and developed a strong State-wide program around it. Minnesota, Missouri, New York, and a dozen other States used the recom-

mendations as a basis for county and State 4-H program planning. Kansas used it to help local clubs set goals and objectives. Oregon, Mississippi, South Carolina, and Michigan built State-wide publicity and public exhibits featuring the 10 guideposts.

The most popular of the guideposts for discussion purposes is No. X., Serving as Citizens in Maintaining World Peace. All are agreed that we are doing excellent work now on No. V., Producing Food and Fiber for Home and Market. The ones which clearly need more emphasis, according to the panel, are:

III. Learning to Live in a Changing World.

VI. Creating Better Homes for Better Living.

VII. Conserving Nature's Resources for Security and Happiness.

IX. Sharing Responsibility for Community Improvement.

During 1946, promotion of the broader 4-H program was still in the State and county phase. The panel recommended to the 150 leaders

present that we move off, in 1947, to the club- and local-leader level. This will place the program before the 75,000 clubs and 165,000 voluntary leaders for direct action.

Members of the panel, each of whom compiled reports from a group of States, included: Earline Gandy, Louisiana; Mae Baird, Wyoming; Marion Forbes, Massachusetts; Mildred Murphey, New Jersey; Kenneth McKee, Arizona; Paul G. Adams, Oklahoma; A. G. Kettunen, Michigan; and E. W. Aiton, chairman, U. S. D. A.

■ "I wouldn't have believed it possible," said Orin Burbank, assistant county agent in Steuben County, N. Y. He had just attended a committee meeting of junior farmers and homemakers at Troupsburg in the southwest corner of his county and found there eight young farmers, none of whom he had ever seen or heard of before.

Attending this Older Rural Youth planning meeting were these eight junior farmers, five junior homemakers, two county agents, and two vocational high school teachers.

The home demonstration agent looks ahead

This was the theme of the annual meeting of the National Home Demonstration Agents' Association held in Chicago in early December. One of those who gazed ahead prophetically, trying to fill in the outlines of the agent of the future, was Mary Collopy who, with her experience as county home demonstration agent in California, State home demonstration leader in Wyoming, and her present association with the press as assistant extension editor in Colorado, had an interesting viewpoint for the following observations taken from her talk:

■ The home demonstration agent who looks ahead will consider the human side of the job more and more. She will need more training in understanding the whys of human behavior. She will need a thorough understanding of the needs of every human being to help him to develop a well-balanced personality geared to meet the challenges that life presents daily.

She will realize that an intelligent and informed opinion concerning current world issues may be more helpful to her project leaders (for the moment) than directions for making tailored pockets. It seems likely that a combination of both will always be needed.

... No agent who is to grow in professional stature in Extension Service can afford to bypass any opportunity for broadening her sympathies with widely varying codes and racial differences that affect the response of families.

Broader understanding of peoples can come to the forward-looking agent through selected reading, travel, conversation with social workers, the clergy, and judges of the court. She will prevent discouragement by remembering that human nature has not changed essentially in 1,900 years.

The future home demonstration agent will find herself working more specifically in programs dealing with human welfare—health, nutrition, housing, recreation, and others.

... The fundamental program will always come from the people. For her to worry about selection and choice displays a clear lack of faith in the never-failing and wholly reli-

able thinking of the farm people. When a problem really hits them they will speak.

Well-known State home demonstration leaders—Minnie Price, Ohio; Ellen LeNoir, Louisiana; Mrs. Kathryn Van Aiken Burns, Illinois, and Helen Prout, Colorado—threw shafts of light onto this crystal ball, revealing the future of the home demonstration agent.

Almost as one voice came the answer that the home demonstration agent who is on her toes and looking ahead will have to be a better teacher; she will have to discover and apply sound teaching techniques. Unless she can set standards in clarity, in cleanliness, and in sanitation, she will fail, no matter how well she prepared her lesson.

Striking a Balance

The alert home demonstration agent must sense the rare opportunity she has of leading homemakers into planning for a wise balance between skillful performance and inspirational leadership in family matters.

No agent will want to defer an acceptance of the fact that homemaking cannot longer exist within the four walls of any home—the homemaker of today is getting an international viewpoint. Years from now she will have a still broader understanding of her neighbor in China and in Chile.

The home demonstration agent who sweeps aside the nose-to-the-grindstone dust of the day will see the needs for more emphasis upon reaching young married couples and older youth. She will see in every 4-H Club

girl a home demonstration leader of tomorrow. This she must do even if she has an assistant in charge of the junior program—she must not lose touch with that wealth of potential leadership.

She will envision greater emphasis in the next 25 years upon the quality of living in farm families just as the quality of the land, the livestock, and crops have been improved during the past quarter of a century. When Mrs. Burns emphasized this point at Cleveland there was a perceptible nodding of heads.

What can I do, the agent of tomorrow asks, to make the homemaking projects appeal more strongly to farm girls? How can I help them to see their future role in gracious living that is dependent upon feminine grace? That is where their future lies; not in the barn nor in the field, except in a cooperative way.

How can the agent of the future help younger homemakers to see the direct relationship between soil depletion and living standards? She will want to seek background information on this soon. She cannot progress far without it. Her information on world trade and food distribution must be widened, too.

From Families to Nations

As the agent looks ahead she will want to use her finest instruction and creative talents in teaching the relationship between democracy in the home and in the community, in the Nation and in the world. She will take just pride in the 1946 efforts of home demonstration members in developing interest in world peace—she will not let this work stop.

Seeing the new problems before they come into full view will continue to be the agent's job. Current examples include helping veterans' wives, working with new communities created by recent population shifts.

Can the agent of the future use less gasoline and more planning paper? Will she be less of a bell-hop and more of a director? Will she employ the press and radio daily to reach thousands where she now contacts hundreds?

Certainly the agent of tomorrow

will be looked to for information on labor, marketing, distribution of goods, and cultural patterns of people quite as much as for her information on freezing meat or tailoring a suit.

To avoid the confusion of the centipede when asked "which leg comes after which" she will review Arnold Bennett's *How to Live on Twenty-Four Hours a Day*. She will work closely with her supervisors on a job analysis of her sphere, on longer vacations, better offices, and opportunities for visiting work in other States. On her own she will determine to live a balanced life with protected time for recreation.

Finally, she will realize that her job is to point the way, to inspire leadership, to put tools in the hands of rural families, but *not* to drive the nails for them.

Progress report

Walter L. Bluck, who wrote the article appearing on the first page of the September 1946 issue, reports another health milestone has been passed in the bond issue for the Clinton County (Ohio) Memorial Hospital adopted with a 4 to 1 vote. He writes: "It carried in every precinct in the county, with 81½ percent of the votes in favor of the bond issue. The 5-year tax levy to help cover the costs of operation while the hospital is getting started also carried with a big majority. The activity of the Rural Policy Group and the democratic methods which were used in naming the action committees had much to do with the success of the proposal. Bridges of understanding were built between various groups with the result that the community was presented with a positive and affirmative challenge regarding the need and course of action."

■ Two recreation meetings were held in Nebraska in December. County extension agents, rural youth members, 4-H Club leaders, project club leaders, church workers, school representatives, farm organization leaders, or any others who work with rural recreation were welcomed. The meetings were sponsored by the Rural Youth groups of Cheyenne and York Counties. Jane Farwell, recreation leader, National Recreation Association, conducted the training meetings.

Food for the hungry

Three carloads of wheat given largely by 4-H Clubs and older youth groups of Jefferson County, W. Va., was shipped to the eastern seaboard just before Christmas to be sent to the hungry of Europe. At about the same time a letter was received from the American Zone, Wurtemberg, Germany, addressed to the American Youth Organization of 4-H'ers, American Farm Youth, expressing appreciation for such gifts. Mrs. Melanie Floericke, wife of a famous ornithologist now dead, writes: "You can hardly imagine what a deep impression we, in our country, Germany, ruined by the Nazi terror, get when we know there exists a youth organization which wants to lessen hunger in Europe in such a helpful and unselfish manner." She further reported that the individual accomplishments of 4-H members were an inspiration to the young girls whom she was trying to help in her native land.

Develops leaders

The older youth club of Catoosa County, Ga., has not only developed a stronger 4-H Club among younger people, but it has at the same time had a big part in developing the county agricultural program, report County Agent Max Corn and Home Demonstration Agent Hazel Smith. One of the big rewards, according to the agents, is the outstanding development of local leaders in every section of the county. The club has made the whole county more recreation-conscious and made the county a better place in which to live. It has developed an appreciation for farm life among its young members and has given these young people an opportunity to test themselves in working out a constructive program for their community.

This is a county-wide club of about 40 members ranging in age from high school up to about 30 years of age. Perhaps the average age is around 22 years. The club was organized in 1942 and holds a regular club meeting and a social evening each month.

Some of the subjects that have been used by this group have been a study of citizenship, the Catoosa

County agricultural program, a study of the Tennessee Valley Authority, and a study of the agriculture of the county. They have put on a stunt night; they have held institutes, with "growth through cooperation, education, and relationship" being the theme.

They have held county-wide recreation programs for schools, churches, and communities. They have helped sponsor a recreational leader each year in the county schools and other groups.

This club has assisted in a big way with the county 4-H Club camps. They have held 3-day institutes and have invited the 4-H Club members. The older youth advise with the younger club members on how they might improve their demonstrations in which they participate in the county.

Problems of rural youth studied

Fifty-four members of Young Farmer and Homemaker groups in 13 Colorado counties attended the first annual conference of that organization on the campus of the Colorado Agricultural and Mechanical College in December.

Closer cooperation between rural and urban communities, improvement of recreational and educational facilities in rural areas, and means toward helping young couples get started in farming were focal points of the conference.

Sawmill schools

Four sawmill schools in eastern Kansas were held by Donald P. Duncan, extension forester. These meetings were open to farmers who had woodlands of any size.

"Native timber is probably being used more widely for farm construction now than ever before in Kansas history," says Mr. Duncan. "Formerly a large percentage of the native timber was discriminated against because of improper sawing and seasoning. We hope through these schools to improve the quality of lumber produced from these native wood lots."

Pave the way for a research study

The preliminary steps taken in setting up cooperative extension-research studies in Illinois have heightened its value to both co-operators, according to Cleo Fitzsimmons, formerly assistant chief in the Experiment Station, University of Illinois, now head of department of home management of the School of Home Economics, at Purdue University, and Nellie L. Perkins, professor of home economics, University of Illinois.

■ Knowledge of homemaking practices being carried out in present-day homes provides a basis for much of the theory and many of the skills taught in home economics classes in grade school, high school, college, or university. This knowledge not only suggests desirable practices to be encouraged but also reveals areas in homemaking where problems exist which should be made the subject of home economics teaching. Research in family economics and home management carried on by the agricultural experiment stations has been centered largely upon the practices in rural-farm families.

Many farm women cooperating with the Extension Service in its program of homemaking-education have helped materially in providing the data for some of the Purnell research projects. Among these are the long-time (and still continuing) cost of living studies, and home management—family economics studies made by the Experiment Station in Illinois. Two of the last-named projects are now being concluded. One presents an analysis of the pattern of consumption in farm families living in a prosperous area of the State with stresses experienced in maintaining this pattern during the war period. The other is a study of provisions for security being made by farm families in four different areas of the State.

Material relating to some of the details of family living is difficult to obtain. For these two studies the approach to the families was facilitated by the cooperation of the county and local extension groups. The response through this cooperation proved so successful that it seems worth while to describe it both as an acknowledgment of debt to those who gave their help and as a suggestion which might be helpful to other re-

search workers. It may also be useful to those home economists in Extension who wish to obtain a more adequate picture of the homemaking problems of people with whom they work.

Approach at Three Levels

Confidence in the study is essential for this type of research. This is possible only when the people involved know and understand what is being undertaken and the importance of their part in the plan. Approach at three levels is necessary: (1) the agricultural and home economics extension workers and the county boards, (2) local extension groups, (3) the individual families or homemakers who provide the data.

County level.—After the counties were selected, their agricultural and home economics extension workers were consulted to learn whether or not they were interested in having their counties participate in the study. They were also asked whether this could be done without interfering with the extension activities already under way. When approval was given, the next step was to meet the county boards made up of officers and committeemen to explain the plan for the project and to ask for their support. The purpose of the study, the proposed procedure, and the schedule of questions to be used were discussed in great detail. Board members and the county extension workers were encouraged to ask questions. When the board had approved the study for the county, board members now informed and convinced of the worth of the project were frequently used as sources of information when this was needed once the task of obtaining data had actually been started. Their support gave it weight among the local people.

Local Groups.—News stories about the research were given to local papers. Bulletins issued that month by the county extension organizations to their members also carried articles describing the study. The next step was the presentation of the plan for the study at the local or community meetings of extension groups whose membership was to be asked to provide the data desired. The same careful, detailed presentation of what was wanted and the purpose of the study was again made. Questions were encouraged. Answers were specific—the goal being understanding as complete as possible for every individual present. These people were told that an interview would take 2 or 2½ hours and that homemakers should carry on some part of their work during the visit in order that the interview would not interfere with homemaking schedules any more than was absolutely necessary. It was suggested that the work be such that the homemaker could spend most of her time in one place. (Most homemakers chose to iron, to make preparations for the next meal, or to do some mending or fancy work during the interview.)

Individual families or homemakers.—After the project had been thoroughly discussed, members of local extension groups whose families were of the types desired for the study were asked to volunteer by signing their names on a paper passed around for the purpose. It was suggested that an interview be granted only if they felt that they really wished to give it. They were assured that the information would be kept in confidence, that no names or addresses would appear even on the completed schedules, and that when the study was written up each schedule would be referred to by number only. The people whose names were obtained in these meetings were among the first to be interviewed in each community. The research worker arranged to telephone each cooperator several days before the visit thus enabling the homemaker to plan the work she would do while the interviewer was in the house. It also gave an opportunity to indicate the most convenient day and hours for her to see the interviewer.

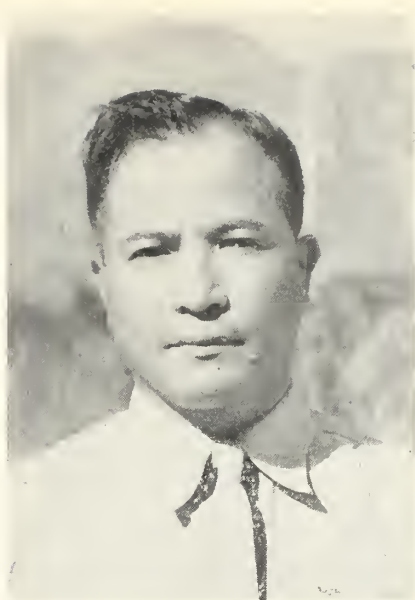
No immediate benefits were promised to cooperators, but they were

told that a copy of the report of the study would be sent them if they wished it. During the interview each homemaker was asked whether she desired special information from the study, or whether there might be other information which the worker could provide or obtain for her. A great many requested the report of the study. Some said they simply considered the interview a visit, enjoyed for itself. Some asked for specific information. The desired information was obtained by the interviewer from the members of the extension or resident staffs in home economics at the University of Illinois and sent to the homemaker as soon after the interview as possible. In addition, the worker tried to make each interview as interesting as possible so that the homemakers would feel that they had gained as well as given something. In each interview the homemaker was asked to give the worker the names of relatives, acquaintances, and friends whose families fitted into the classifications being sought. She frequently volunteered these and usually also telephoned them to explain the purpose of the study and to ask if the worker might come for an interview, thereby increasing the number of contacts in the county.

Careful Approach Pays

A thorough understanding by the leaders in the county extension program of both the study and the requirements of an interview contributes materially to the success of this type of project. Although the discussions and explanations at the beginning require considerable time on the part of the research worker, they make for readier acceptance by the individual cooperators. The active support and approval of these sponsors, and the inevitable discussion with families and neighbors by key people in the community not only make initial contacts possible but promote interest in participation and reduce whatever indifference or suspicion might have existed without this introduction.

■ In their home demonstration club market at Orangeburg, S. C., the farm women sold more than \$10,000 worth of cakes alone the past year. Their greatest need is a permanent home for their market.



Lorenzo Siguenza.



Antonio Cruz.

Pacific in the news again

■ Two future extension agents from the Pacific island of Guam are now studying extension methods in Hawaii where they believe conditions are similar to their own. Antonio Cruz came first and Lorenzo Siguenza 2 months later to spend several months in study and practice with extension agents. Both men came on their own initiative to be ready to help the farm people on Guam when some sort of organized Extension Service is set up on their native island.

Mr. Siguenza survived the Japanese occupation and worked during the war with the United States Navy extension program, which he felt did much to help the island farmers. He was educated in California, attending the University of Southern California. He came to the United States in the twenties with Rev. C. S. Tanner who did YMCA work on Guam during World War I. Returning to his native land, he organized the first troop of Boy Scouts in Guam in 1935.

■ 4-H Club speakers, giving their honest and heartfelt impressions and experiences in club work, and selected from a large group of contestants, are being heard at many of the club achievement events and at annual county farm bureau meetings in Kansas this season.

The purple award group in this activity, chosen from 23 members of the blue ribbon winners in the counties of Kansas, who were given trips to the Kansas 4-H Club Round-up in Manhattan in June, were given an airline trip to Jackson's Mill, the State 4-H camp of West Virginia, the week of October 1.

■ Fifteen farmers in a community in Marion County, S. C., got lasting good from their Triple-A soil buliding allowance for 1946.

Their community was badly in need of drainage. Every wet year they practically lost a crop on much of their land. No one would drain alone, as there was no outlet.

So, under the leadership of their local county agent and Soil Conservation Service technician, they pooled their allowance; and it paid two-thirds of the cost of the canal that all needed and none could have alone.—J. M. Eleazer, South Carolina extension information specialist.



Flashes FROM SCIENCE FRONTIERS

A few hints of what's in the offing as a result of scientific research in the U. S. Department of Agriculture that may be of interest to extension workers, as seen by Marion Julia Drown, Agricultural Research Administration, U. S. Department of Agriculture.

Dehydrofreezing—A New Method of Food Preservation

■ Advantages of two methods of food preservation have been combined in dehydrofreezing, developed at the Western Regional Research Laboratory of the Department of Agriculture at Albany, Calif. In this new process, vegetables and fruits are carried through the first stages of dehydration in which the moisture content is reduced about 50 percent. Removal of this amount of moisture takes only an hour or a little more. It is the last phase of dehydration in which moisture content is reduced to 4 to 7 percent, which takes a long time and requires elaborate equipment. The only advantage of these very low moisture levels is the increase in keeping quality at normal temperatures. Most of the reduction in weight and volume takes place in the first hour of drying.

In freezing the partially dehydrated foods, the smaller amount of water to be frozen reduces the load on the refrigeration equipment. This offsets, at least in part, the cost of the drying.

Nutritive values and flavor of foods are not appreciably affected by dehydrofreezing. Some of the products were judged superior in taste to those quick-frozen without drying. Dehydrofrozen foods are easier to reconstitute than dehydrated foods.

Death to the Gypsy Moth

■ The use of DDT and new methods of application have greatly improved the prospects of eradicating the gypsy moth, a serious pest of northeastern forests. Contrasts with old methods of control are striking. Last summer nearly 100 square miles of forest were treated by spraying DDT from 10 airplanes. One plane can treat as much as 1,000 acres of forest in a day. In former years, only

200 to 300 acres could be treated during a whole season with a spray unit and a crew of 10 to 15 men. Sometimes, in rough forest country, lines of hose had to be carried 2 miles or more. Check-ups on the effectiveness of the airplane spraying in 1946 showed only 3 small areas where moths had survived.

Another improvement is the blower-type machine for applying insecticides from the ground. In effectiveness and area covered, 1 of these machines takes the place of 12 of the old-type sprayers.

Amounts of insecticides needed also differ materially. When arsenate of lead was used, 1,600,000 pounds of the

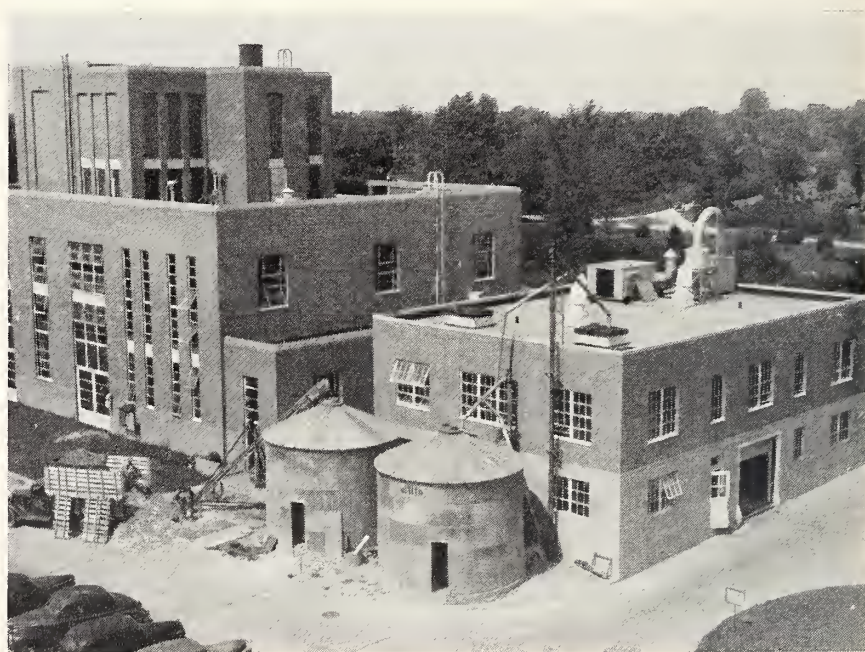
material was necessary for a season's control work. Last year, less than 85,000 pounds of DDT gave better results.

Costs of the new, more effective treatments for control of the gypsy moth are only about 10 percent of those of the older methods. Only 4 years ago gypsy moth control efforts cost the public \$15 to \$20 an acre. Airplane spraying with DDT costs less than \$1.50 an acre.

Ground Eggshell Adds Calcium to Dried Egg

■ Calcium is used by the human body in greater quantities than any other mineral. Eggshell is nearly 50 percent calcium, whereas the yolk and white are very low in this nutrient. Nutritionists have often wished that some of this calcium could be combined with the edible parts of the egg. The growing use of dried egg by commercial bakers and in home kitchens gave food technologists of the Bureau of Human Nutrition and Home Economics an idea. Could ground eggshell be added to powdered egg to contribute some calcium to it without

The synthetic liquid motor-fuel plant on the grounds of the Northern Regional Research Laboratory, Peoria, Ill., is shown at the right. In left foreground, truck is unloading corncobs into a metal storage bin. Cobs are crushed as they are transferred to the bin at right, from which, as needed, they are elevated to the second floor of the plant, where the first operation of the manufacturing process starts. The cobs are converted to such end products as xylose, furfural, butanol, acetone, and alcohol.



affecting cooking quality and palatability?

Experiments showed that 0.4 percent of eggshell, ground to pass a sieve with openings of 0.0015 inch (U. S. No. 400), could not be detected in scrambled eggs, custards, ice cream, cakes, muffins, popovers, and yeast rolls. Slightly coarser particles of shell were not detectable in most of these products but caused grittiness in scrambled eggs.

Experimental Motor-Fuel Plant Uses Farm Residues

■ Corncocks, sugarcane bagasse, peanut shells, flax shives, oat, cottonseed, and rice hulls, cereal straws, cornstalks, and other farm residues pile up on United States farms each year in the vast amount of 200 million tons. About half of these waste materials are needed on the farms for soil conditioning. The other half would be available for industrial utilization if uses for it could be established. Such agricultural by-products might serve for the production of liquid motor fuels, to be used as blending agents with gasoline, if they could be made cheaply enough. In 1944 Congress authorized a research program to investigate the possibilities of this and other sources of liquid fuels to supplement petroleum products in case of need. The Synthetic Liquid Fuels Division of the Bureau of Agricultural and Industrial Chemistry has recently completed a plant at Peoria, Ill., where scientists have begun to investigate on a pilot-plant scale the feasibility of obtaining liquid motor fuels from farm waste materials.

Present work at the pilot plant is concerned with the first steps of a process developed at the Northern Regional Research Laboratory by E. C. Lathrop and J. W. Dunning. When the complete process is in operation, all steps having been studied individually and in combination, data on yields, costs, and operating conditions applicable to commercial production of synthetic liquid fuels will be available. If experimental laboratory results are borne out in the semi-commercial operation of the plant, 90 to 95 gallons of liquid motor fuels, about half in the form of ethyl alcohol, will be obtained from each ton of farm residues.

Homemakers have blood typed

■ Every member of the Antlers Sunshine Home Demonstration Club in Garfield County, Colo., has had her blood typed for use in her county. The idea resulted from the hazardous experience of one member who needed an emergency blood transfusion. Many of her friends were willing and ready to aid if they could have been typed soon enough.

To avoid such extra expense and delay next time, the club decided to ask each member to have her own and her husband's blood typed. The record of the various kinds of blood would be kept by the secretary and by each club chairman. One of these copies certainly would be available at a moment's notice for anyone in the community who needed an emergency blood transfusion.

The first thing done was to make arrangements with the hospital for

the typing. Then the members were notified when to come, and arrangements were made for transportation if needed. This was not an easy task, as many members had no telephones. Some could not go to the hospital at the appointed time; and as only a limited number could be typed at one time, this caused difficulty. But in 3 weeks' time the typing was complete.

The hospital charged \$1 per person for its service. There were 38 women who had their blood typed. The bill was paid from our club funds. We feel that the money was well spent when we know the benefit the community may receive from our undertaking.

One of our doctors pronounced our project a very commendable one, and a neighboring club adopted our plan.—*Mrs. Floyd Miles, member of the club.*

Radio stimulates interest

■ When a Klamath Falls, Oreg., radio station recently broadcast part of a home demonstration unit meeting, complete with even the sputtering sound of the pressure saucepans that were the subject of the day's project lesson, nobody in the listening audience was especially surprised. They had expected to hear Mrs. Winnifred Gillen, home demonstration agent of Klamath County, in her weekly broadcast from her office, interspersed with comments by Mel Baldwin, the radio announcer. But they have long since learned that something new and different is a natural part of that broadcast.

"Natural" is an apt word to describe Mrs. Gillen's use of radio. She has been broadcasting regularly for about 8 years and is convinced that this is an effective means of extension teaching. She finds that her programs stimulate inquiries and office calls by letting people know where they can get the information they desire. The many comments she hears from her listeners are definite proof that she is reaching by this means a large number of people who are not home demonstration unit

members and who would otherwise have little contact with extension work.

At present, Mrs. Gillen has weekly 15-minute broadcasts from each of the two Klamath Falls Stations, KFJI, which has been carrying her programs for the entire 8 years, calls her period the "homemakers broadcast featuring consumer market news." KFLW, a new station that started operation last fall, has installed a remote control line to the county extension office and sends an announcer and technician to the office for each broadcast.

Both stations also present weekly programs by the other extension agents of the county.

■ Challenge to the Cities, by Neil Clark, appeared in the November 30 issue of the Saturday Evening Post. This story, with many pictures in color, traces the career of Andrew Olson and his wife. Mr. Olson is a successful 33-year-old farmer of Council Grove, Kans., who started out as a 4-H Club boy. The story illustrates how 4-H Club activities can influence the lives of young people.

We Study Our Job

Connecticut studies readership

Do homemakers read extension publications? Which articles do they prefer? Do they make use of the information given in articles?

Some reassuring answers to these questions were given by 288 Connecticut homemakers interviewed in a readership survey on a subject-matter periodical, *With the Connecticut Homemaker*. This 4-page publication was started during the war to reach homemakers who could not go to extension meetings. It was issued monthly to those who requested it. Homemakers selected for interviews were a 5 percent random sample of all the women on the mailing lists of the 8 counties surveyed.

About 95 percent of the homemakers said they had read some issue; 88 percent were regular readers—about the same percentage of the homemakers read other magazines and newspapers regularly. More than half of the women readers read more than half of the articles in each issue. Two out of five homemakers said other members of their household read the publication. Some women commented that their husbands read it and would like more articles of interest to men.

The study shows that the *Connecticut Homemaker* was read by all age groups, by owners and renters, country and village dwellers, and by nonmembers as well as members of extension clubs.

Information in the articles has been used by more than half (56 percent) of those who read an issue, and by nearly half (47 percent) of all the homemakers who received the publication. Apparently it has been of great interest and of great use to these women, three-fourths of whom are not reached through extension clubs. The women reported following recommended practices; they tried different recipes, and used some of the articles at their club and church programs.

A readability analysis of the *Connecticut Homemaker* indicated that nearly half of the 51 samples tested in 8 issues were above the 8th grade reading level. Relating the study data with results of the readability analysis, it was estimated that 54 percent or more of the articles were understandable by all the homemakers; 95 percent or more by at least three-fourths of the homemakers.

About a fourth of the homemakers surveyed had gone to college; half had completed or attended high school; and about one-fourth of the homemakers had completed only 8 grades or less.

Readers' Preferences

The variety of subject matter in the *Connecticut Homemaker* seemed to please the homemakers. The majority of the women had read some articles in each subject-matter field.

Length of articles apparently had no effect on readership but the subject matter did determine to a large extent whether or not the homemakers read an article. Information on food, as might be expected, was of most general interest. Next in interest were articles on house furnishings and equipment, clothing, household hints, child care, book reviews, housing, and articles of a spiritual character.

A large majority of the homemakers preferred the type used in the *Connecticut Homemaker* to that in *Gardengraphs*, another extension leaflet used in the survey. The *Connecticut Homemaker* is a 4-page folder, 8½ by 11 inches in size, printed with 10-point Old Style type. There are 2 points of leading between lines. There are two columns per page.

Gardengraphs is a 4-page folder, 6 by 9 inches in size, printed with 10-

New York State's self-evaluation of their extension teaching (reported in January REVIEW) is moving ahead, systematically and efficiently. Here is a typical scene showing how carrying out each study is a cooperative undertaking. Shown checking questionnaires in the Chemung County extension office, for the home bureau study, are: (left to right) Mrs. Charlotte Runey, Chemung County home demonstration agent; Mrs. Laurel K. Sabrosky, extension analyst, Federal Extension Service; Albert Hoefer, State 4-H Club leader; Dorothy DeLany, administrative specialist in extension studies; and Frances Scudder, State leader of home demonstration agents.



point Cloister type. There are 2 points of leading between lines and one column per page. There was little difference in preference expressed on the size of these two publications.

The homemakers were asked what they did with their copies of the Connecticut Homemaker. Half of the women kept all their copies; 20 percent saved articles or whole issues; and 30 percent gave their copies to others or discarded them. The majority of women who kept articles

saved them with other collections, often in a box or drawer. Only a few filed them in a cover or on rings.

This readership study was made by Ida C. Mason, of the Federal Extension staff, and by Ruth Russell Clark, Connecticut home demonstration leader, who with members of her staff prepared the Connecticut Homemaker. A report of the study, entitled "Effectiveness of, 'With the Connecticut Homemaker'," is being duplicated by the Connecticut Extension Service.

Face to face with the United Nations

One thing leads to another. As an outcome of the interest taken by Vermont home demonstration clubs in their discussion of public problems last year, a short course on the subject was arranged for farm women at the university last summer. About 50 women attended. As an outgrowth of the study and discussions a series of tours has been developed to help Vermont women to know better the world they live in and their neighbors.

The most ambitious tour as yet was that made by 25 women of Franklin County who visited the United Nations meeting in New York the latter part of November. Coming from Senator Austin's native county, they made their arrangements with him for the United Nations visit. The women went to Flushing Meadows and saw the reception of the three new countries into UN membership, met Senator Austin, and heard discussions as to race discrimination. They then went on to Lake Success and sat in on a session of the Social and Economic Council with Mrs. Roosevelt.

The New York trip took 4 happy days full of unforgettable events. Home Demonstration Agent Rhoda Hyde helped the women plan their trip; and Marjorie Luce, State home demonstration leader, spent 1 day with the women in New York.

This is the third trip taken by Vermont women. Twenty-nine women of Washington and Essex Counties took a 2-day trip to Montreal and Quebec to visit the neighbors over the border and see how they live and what they are thinking about. The women of

Addison County planned a 1-day trip to Montreal and found it worth while. The fourth trip is being planned by women of Crittenden County who will visit the quarries and mills of Vermont to get better acquainted with Vermont's industries and the people who make them go.

The trips, taken in chartered busses, have been arranged at very reasonable rates with all expenses included. Some of the women who are taking the trips have never been out of the State before. They are finding new horizons and getting a better knowledge of the world they live in and the people who are their neighbors.

An idea on office arrangement

In a monthly report an Indiana agent says: "I was once again reminded of motion study this month when I walked into the office to add up a row of figures on the adding machine. In order to use this machine, it is necessary to uncover it, lay down the cover, unwind the cord, walk six steps back, add, walk six steps to the outlet, pull plug, walk six steps to machine, wind cord, pick up cover, cover.

"The dictionary sits on a stand under the outlet, and the adding machine sits in the corner. The dictionary doesn't require an outlet; the machine does. A little change saved 8 operations and 24 steps. Just an idea for office arrangement."

Plan fund to aid Ohio 4-H Clubs

"It is easier and cheaper to form good characters than to reform bad ones," declared Ohio 4-H Club Leader W. H. Palmer, Ohio State University, in announcing the opening of a campaign to raise a \$200,000 trust fund for the improvement of 4-H Club work.

The fund itself will be deposited with the State treasurer, and the income from it will be used to establish scholarships for promising 4-H Club members and to finance courses in leadership training for members and local advisers. Disbursement of the 4-H Foundation Fund income will be supervised by an eight-member committee.

Mr. Palmer says more than 300,000 Ohio boys and girls have been members of 4-H Clubs since 1914. In the same period, nearly 25,000 farm men and women have worked as advisers of groups of club boys and girls in their neighborhoods.

Planning 4-H town

September 21 was festival day for 4-H Club members of McHenry County, Ill., but the fun-making had a serious undercurrent. The festival, held at Woodstock, Ill., was given for the purpose of raising money for the county's 4-H Club town which is to be built on the site of the old county fair grounds in Woodstock.

The land has been leased, and festival proceeds will be used to erect buildings suitable for housing the annual 4-H show and for other 4-H activities throughout the year. Main feature at the festival was an auction of approximately 50 head of purebred and grade heifers. These animals came from McHenry County dairy breeders who agreed to donate the first \$100 from the sale of their animals.

Other events of the day included a raffle of farm produce and the operation of many different types of stands and concessions. The ambulance donated by McHenry County 4-H'ers during the war, having served its purpose with the Navy, was returned to its purchasers and auctioned at the festival.

Among Ourselves

■ **W. H. BROKAW**, Nebraska's director of extension, was honored at the 1946 annual extension conference for his 28 years of service. Some 375 former and present extension workers and special guests attended the dinner in his honor, presenting him with 28 roses, one for each year of service.

■ **JAMES F. LAWRENCE**, extension marketing specialist in Nebraska, passed away on October 24, 1946, in a Lincoln hospital following an extended illness.

Mr. Lawrence, known to thousands of farm and home folks as "Jimmy," was with the Extension Service for 28 years. He started in 1918 as an assistant emergency demonstration leader and later was made a district supervisor in 1920. In 1930, he became extension marketing specialist, a position he held until his death. He was retired on September 1, 1946.

■ **MRS. LUELLA M. CONDON** of Rockwell City, Iowa, home demonstration agent in Calhoun County, was appointed to the post of president of the National Home Demonstration Agents' Association, effective January 1, 1947.

Mrs. Condon has been vice president of this organization for the past year. She will complete the unexpired term as president of Lois Rainwater, who is resigning her position of home demonstration agent at Wilson, N. C., to accept a position with the Virginia Extension Service as extension education specialist.

■ **RACHEL CARTER**, Negro home demonstration agent in Amherst County, Va., was honored by Sweet Briar College at their annual Founders' Day exercises on October 27, 1946. She received the Algernon Sydney Award given each year to a person of the county who has given outstanding spiritual leadership to his fellow man. The recipient of the award is nominated by a member of the faculty, and, after examination and investigation of the record, is voted upon.

Before presentation of the award, Mrs. Bertha Wailes, Sweet Briar faculty member who has long been active in many phases of community welfare activities in the county, gave a brief sketch of the 25 years of service which Rachel Carter has given to the Negro women of Amherst County.

■ **LEE GOULD**, extension editor in charge of radio in New Mexico, died December 21 following an automobile accident. He was a graduate of Kansas University. From 1913 to 1917, he served as district agent in western Kansas; 1922-25 he was county agent in Santa Cruz County, Ariz.; 1927-29, Coconino County, Ariz.; and 1935-38, Dona Ana County, N. Mex. After 4 years as assistant county agent leader in New Mexico, he became radio editor for the State in 1942 and held this position at the time of his death.

■ According to the records, 17 county agents have served in one county for 30 years, and 8 others who served for 30 years in the same county retired during 1946. The records show that many other county agents now employed have served 20 years or more in the same county.

EXTENSION SERVICE REVIEW

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U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

■ **HARRY F. AINSWORTH**, State leader of 4-H Club work in Indiana, died of a heart attack, November 12, 1946. A native of Indiana, he graduated from the University of Illinois in 1915 and received his master's degree from Purdue University in 1941. He taught vocational agriculture at Mt. Summitt and Knightstown high schools and served as president of the Indiana Vocational Agricultural Teachers Association. In addition to his 4-H Club activities, he served as supervisor of agricultural education for the State.

■ **MRS. ELIZABETH BUSH**, Okanogan County home agent, was elected president of the Washington State Association of Home Demonstration Agents. Other officers are Jennie M. Wright, Skagit County home agent, vice president; and Virginia Houtchens, Cowlitz County home agent, secretary-treasurer.

■ **L. N. FRIEMANN**, Whatcom County, Wash., agent, was named president of the State County Agents' Association at the annual meeting of that organization. Cecil Bond, Asotin County agent, was elected vice president; and Ralph Roffler, Cowlitz County agent, was chosen secretary-treasurer.

Handicraft short course

A short course in handicrafts for extension workers will be held at Penland School of Handicrafts, Penland, N. C., May 12-31, 1947.

A wide variety of subjects useful for use in home demonstration and 4-H Clubs will be taught. Weaving, metalwork, leather work, rug making, upholstering, furniture refinishing, basketry, and various camp crafts will be included in the course.

For further information please write to Miss Lucy Morgan, Director, Penland School of Handicrafts, Penland, N. C., or to Miss Reba Adams, Extension Specialist in Home Industries, United States Department of Agriculture, Washington 25, D. C.